

## ABSTRACT OF THE DISCLOSURE

In an image display device equipped with a panel having first and second electrodes, a field period is divided into a plurality of sub-field periods that each have a predetermined luminance weight, and a gray-scale image for is displayed by (a) writing sub-field image data of each sub-field period obtained by dividing input image data of the field period into the plurality of sub-field periods, into the panel through the first and second electrodes, and (b) sustaining an illumination state of ON or OFF in each cell for each sub-field period using luminance equivalent to a luminance weight of each sub-field period. The image display device includes an image changing unit for changing a part of sub-field image data of a predetermined sub-field period, so that a total number of charges and discharges performed on the first electrode when writing the sub-field image data becomes smaller.